

Enterprise Mobility Benchmark Tool:

Helping organizations address mobile strategy and unleash mobile computing potential



Introduction

Not a day goes past without the media reporting yet another mobile advancement or app stores celebrating the next 'billionth' download. What was initially a trickle has now become a flood, with business opportunity being a primary driver. But where are you heading and will it all be 'plain sailing' for your enterprise mobility journey in the next, say, three years? To answer this question, a number of critical success factors and issues need to be examined, and whilst these can be considered separately, they are all undoubtedly interlinked and inter-dependent. Capgemini Group's Enterprise Mobility Benchmark will help you examine the critical areas for a robust mobile strategy.

About the Enterprise Mobility Benchmark

The Enterprise Mobility Benchmark (EMB) tool supports Capgemini Group's proprietary methodology to assist large to medium organizations in addressing mobile strategy and optimizing mobile computing potential.

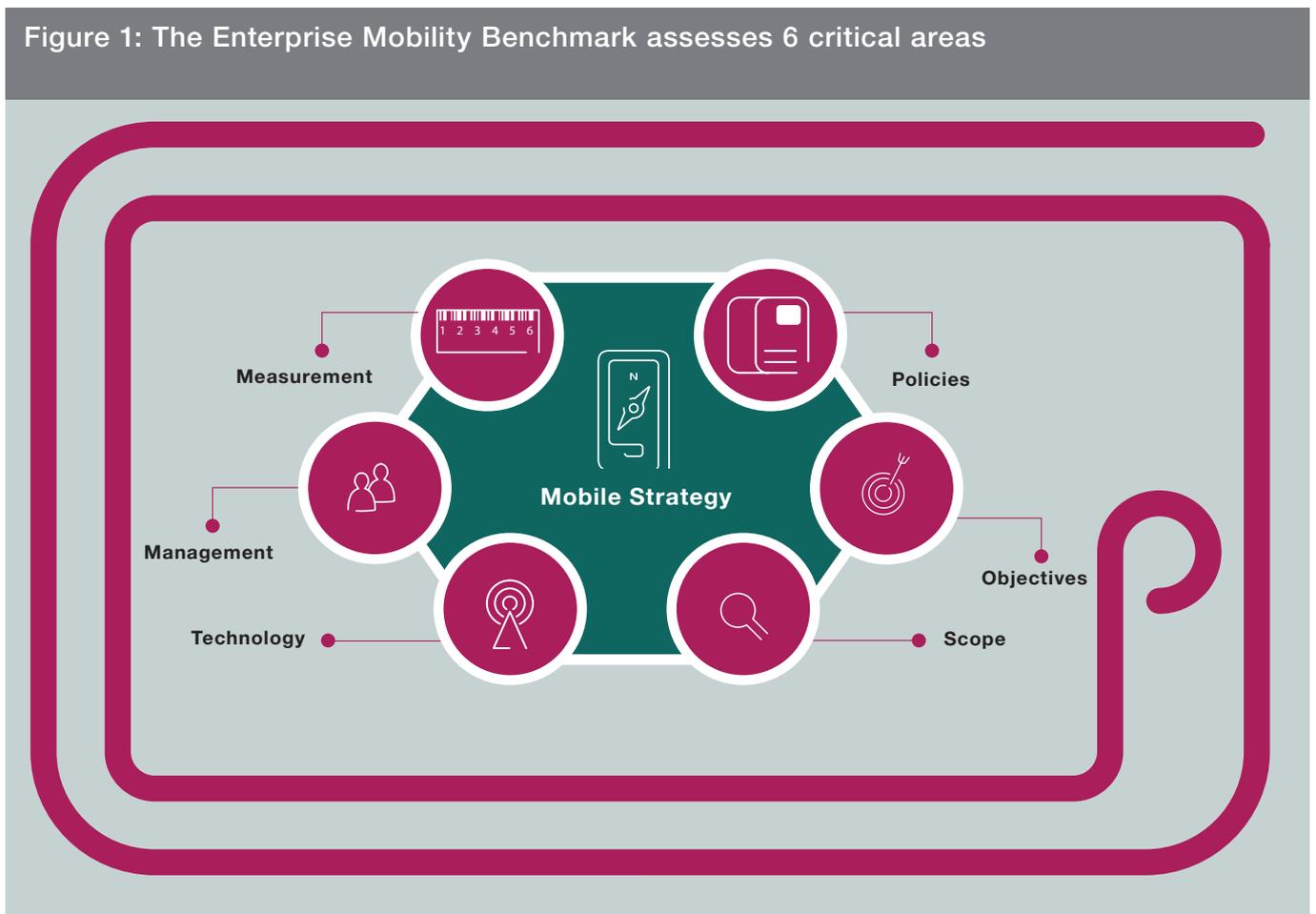
Based on your responses to a series of benchmarking questions, the EMB tool evaluates your enterprise mobility status and helps you determine what you need to do next. The EMB can benchmark your enterprise against your industry, show the areas that need work, give a score that can be steadily improved and even begin the process of building a roadmap.

The app focuses its questions on six critical areas: what are the ground rules (Policies), what do you want to achieve (Objectives), what's in scope (Scope), which technologies to use (Technology), how to manage it (Management), and how to track progress (Measurement).

Helping make clear, informed decisions based on your specific circumstances

Drawing on relevant specialist industry experience, members of Capgemini Group's Mobile Solutions Global Service Line developed a generic model that replicates the key factors of enterprise mobility. Across all sectors, enterprise mobility decisions are most often based on a limited number of factors – mostly cost or technology-related – and, as such, tend

Figure 1: The Enterprise Mobility Benchmark assesses 6 critical areas



to be emotional rather than objective. The app is therefore architected on the six well-defined areas that they believe have a major impact on enterprise mobility and the evaluation of mobile options. Ultimately, the check-listed, templated approach is the benchmark's strength – ensuring your organization considers all the relevant critical success factors upfront.

Smart leaders consider their competitive positioning

Participating benchmark users enter their sector data anonymously, allowing the app to make comparisons between the individual responding enterprise and the aggregated results of industry peers.

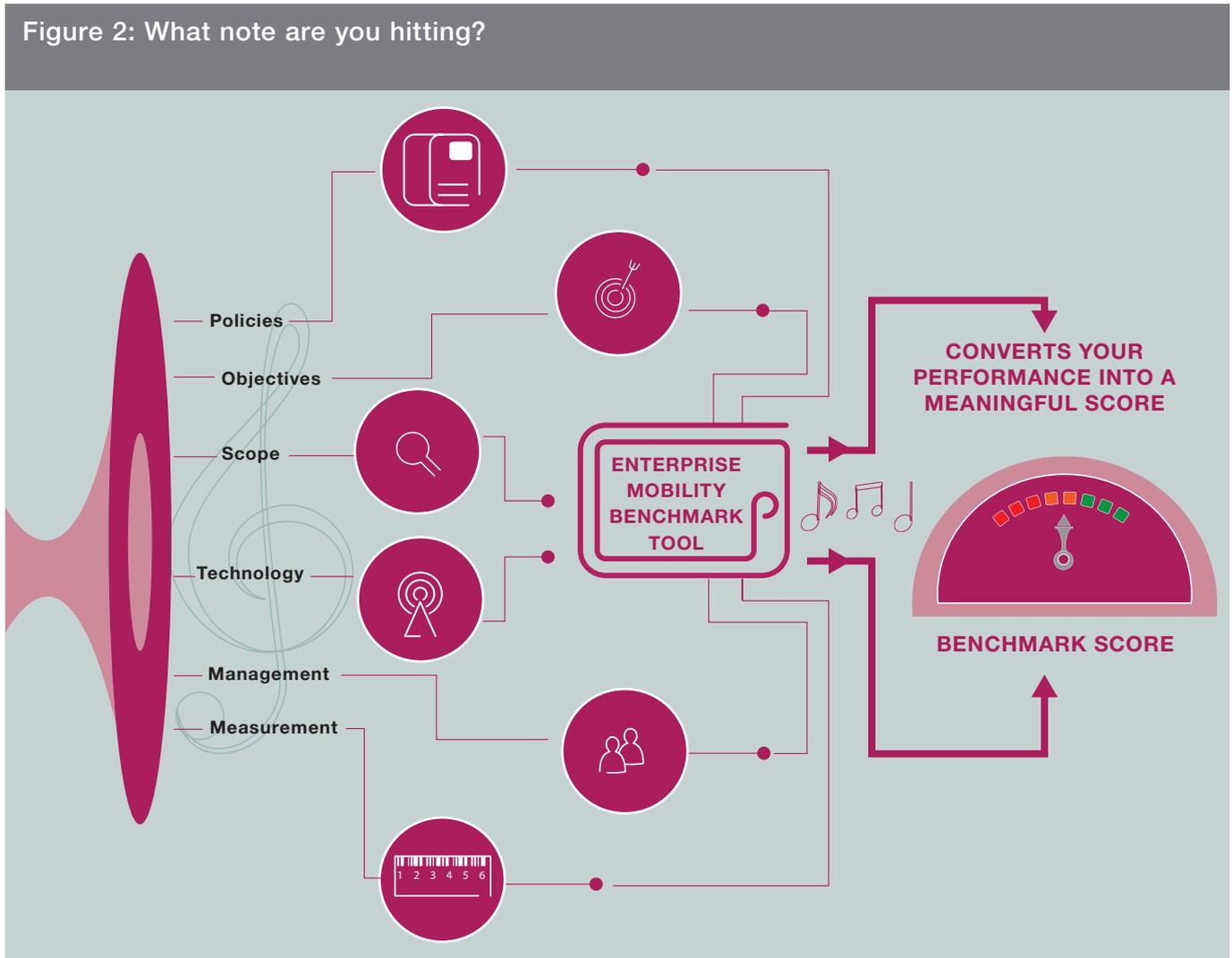
Raw comparisons based on this generic model are intended as an aid only with the app acting as a first step

in understanding how an organization moves forward for competitive advantage.

Beginning your Enterprise Mobility Benchmark assessment

Advancing any organization's enterprise mobility strategy means getting the right advice and asking the relevant questions now, to unlock immediate and long term opportunities.

Download the Enterprise Mobility Benchmark app from the App Store or contact your local Capgemini representative





About Capgemini

With more than 125,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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